Monthly Tourist Tax Data Analysis

Tourist Tax Data and Statistics
Report for Brevard County
For Month Ending
March 31, 2016





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Tourist Development Council

April 12, 2016

Tourist Development Council Brevard County, Florida

Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending March 31, 2016. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Data and **Statistics** Report for month ending:

March 31, 2016

Tourist Tax Please be advised of the following which affect the data grouping and reporting:

- 1. All information is unaudited.
- 2. "Gross Receipts" represents Tourist Tax Collection figures reported to the Tourist Development Office from the Tax Collector's Office and all statistics are based on tax returns submitted and paid. Statistics are subject to change due to subsequent collections and future enforcement action.
- 3. The geographical definition of current zones may be modified for compliance in future reporting.
- 4. Recent modifications to data reporting systems and regulations apply to data that is generated by our tax collection process and related systems. Third party data which may be obtained by us to provide enhanced statistics are outside such regulation, such as the STR report.
- 5. Please note the following for types of properties, which have been grouped for better organization and representation of the data:
 - Hotel / Motel represents all Hotels and Motels
 - Condos represents all Condominiums and Apartments
 - Vacation Rentals represents all Vacation Rentals, Single Family, Interval Owner, Cottage, Duplex, Mobile Home Park, Room, Rooming House, and Other
 - •RV Park / Campground represents all RV Parks and Campgrounds

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

Stacy DeLano

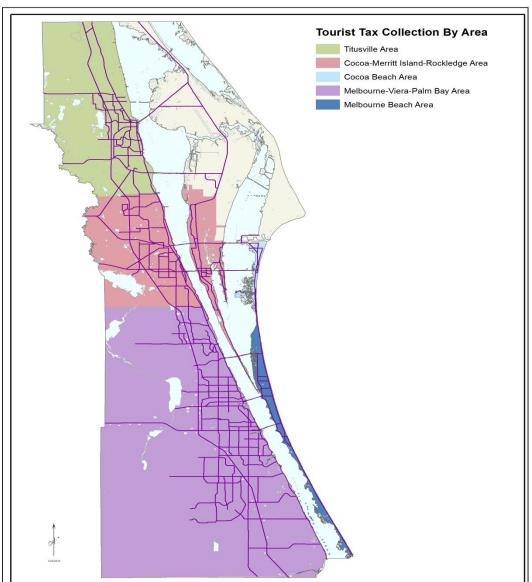
Sincerely

Finance Director

Tourist Development Office

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Map of Tourist Tax Collections by Area





Tourist Tax Collections by Area March 2016

MELBOURNE-VIERA-PALM BAY AREA \$338,869.42 19% \$132,344.48 7%

MELBOURNE BEACH AREA \$351,821.59 19%

> COCOA-MERRITT ISLAND-ROCKLEDGE \$85,616.74 5%

\$896,083.93 50%



\$1,804,736.16



Tourist Tax Collections by Type March 2016 RV PARK/CAMPGROUND AIABNB



HOTEL/MOTEL \$1,365,818.69 76%



\$1,804,736.16



Titusville Area by Type March 2016

Vacation Rental AIRBnB \$2,593.03 \$668.43 2% 1% Condo RV Park/ Campground \$9,287.83 7% 5%

> Hotel/Motel \$112,889.46 85%



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\$132,344.48



Cocoa Beach Area by Type March 2016

RV Park/ Campground AIRBnB \$15,267.14 \$4,775.20 0% Vacation Rental \$62,587.26 \$185,015.25 21%

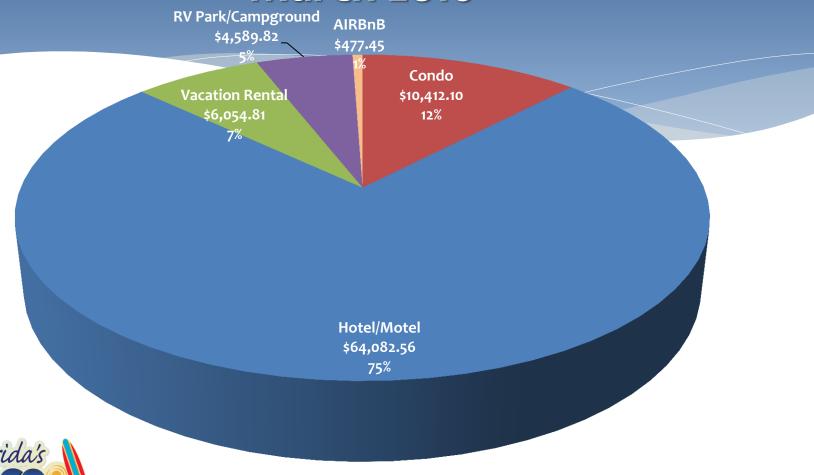
Hotel/Motel \$628,439.08 70%



\$896,083.93



Cocoa-Merritt Island-Rockledge Area by Type March 2016





\$85,616.74



Melbourne Beach Area by Type Ry Park/Campground March 2016

RV Park/Campground \$791.62

AIRBnB \$1,814.31

Vacation Rental \$37,671.01 11% Condo \$60,297.54 17%

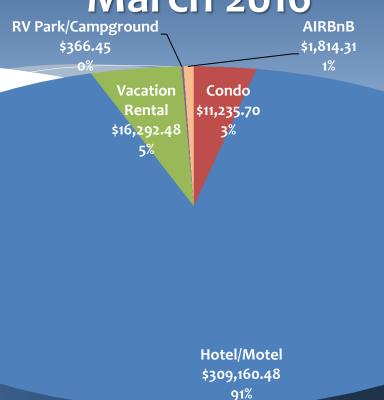
Hotel/Motel \$251,247.11 71%



\$351,821.59



Melbourne-Viera-Palm Bay Area by Type March 2016

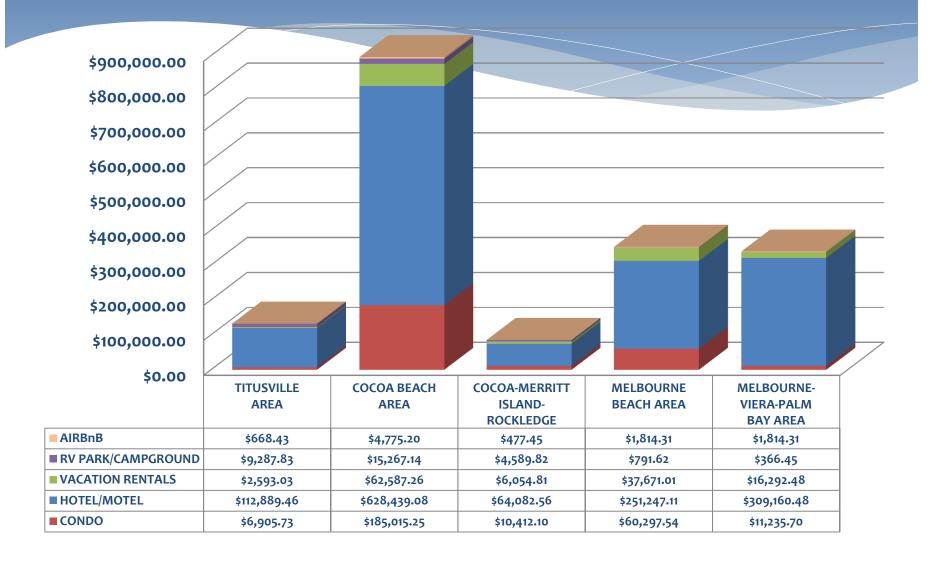




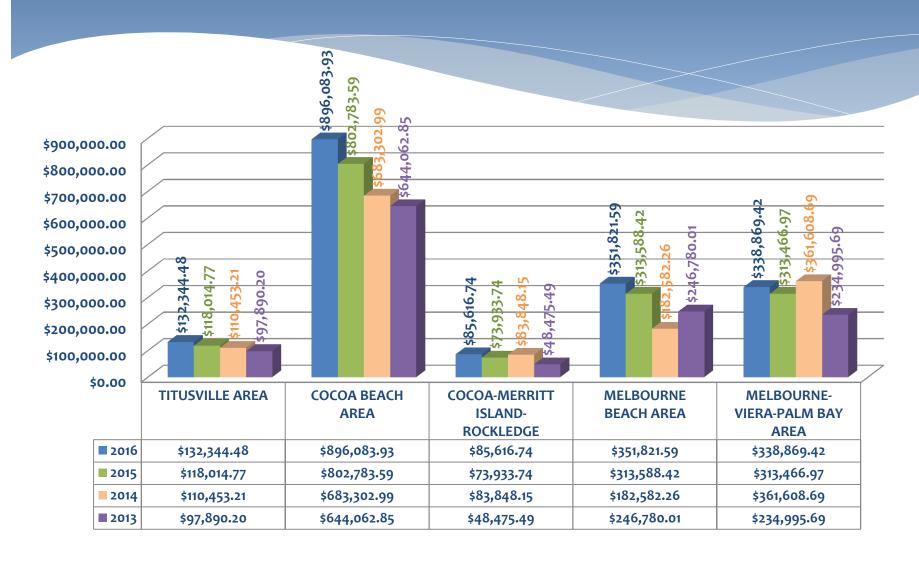
\$338,869.42



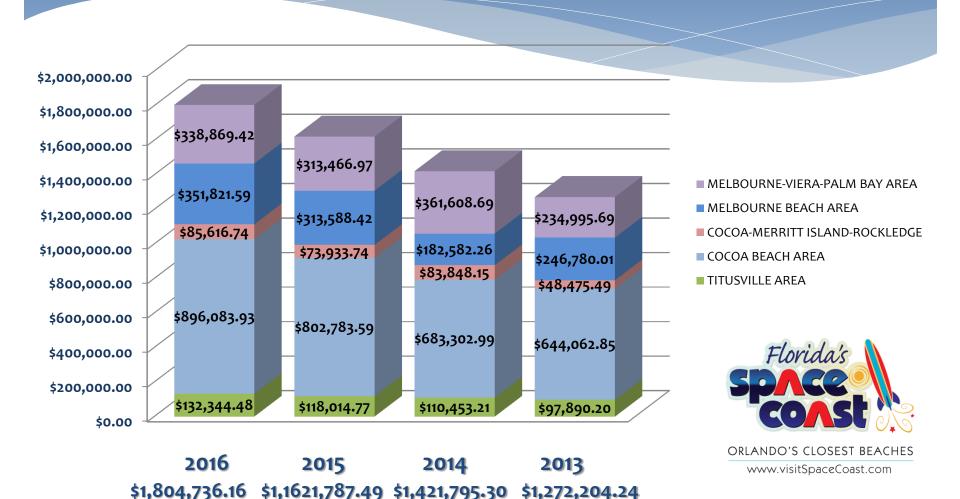
Tourist Tax Collections by Type March 2016



Four Year March Comparison by Area FY13, FY14, FY 15 and YTD 16



Four Year March Comparison by Area FY13, FY14, FY 15 and YTD 16



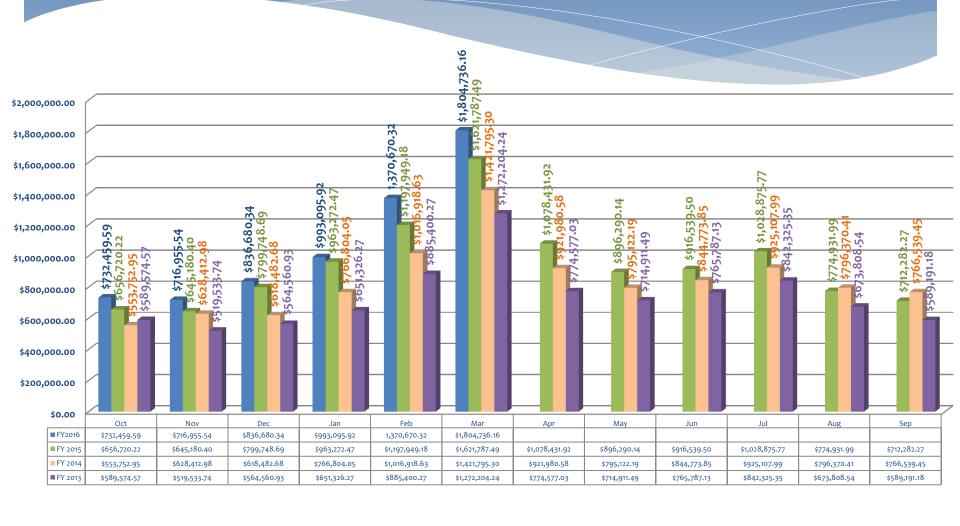
Revenue Analysis FY14, FY15 and YTD FY16

			2016 TO 2015			2015 TO 2014			2014 TO 2013	
MONTH	FY2016	FY 2015	\$Variance	% Variance	FY 2014	\$Variance	% Variance	FY 2013	\$Variance	% Variance
Oct	\$732,459.59	\$656,720.22	\$75,739.37	11.53%	\$553,752.95	\$102,967.27	18.59%	\$589,574.57	-\$35,821.62	-6.08%
Nov	\$716,955.54	\$645,180.40	\$71,775.14	11.12%	\$628,412.98	\$16,767.42	2.67%	\$519,533.74	\$108,879.24	20.96%
Dec	\$836,680.34	\$799,748.69	\$36,931.65	4.62%	\$618,482.68	\$181,266.01	29.31%	\$564,560.93	\$53,921.75	9.55%
Jan	\$993,095.92	\$963,272.47	\$29,823.45	3.10%	\$766,804.05	\$196,468.42	25.62%	\$651,326.27	\$115,477.78	17.73%
Feb	1,370,670.32	\$1,197,949.18	\$172,721.14	14.42%	\$1,016,918.63	\$181,030.55	17.80%	\$885,400.27	\$131,518.36	14.85%
Mar	\$1,804,736.16	\$1,621,787.49	\$182,948.67	11.28%	\$1,421,795.30	\$199,992.19	14.07%	\$1,272,204.24	\$149,591.06	11.76%
Apr					\$921,980.58	\$156,451.34	16.97%	\$774,577.03	\$147,403.55	19.03%
May					\$795,122.19	\$101,167.95	12.72%	\$714,911.49	\$80,210.70	11.22%
Jun					\$844,773.85	\$71,765.65	8.50%	\$765,787.13	\$78,986.72	10.31%
Jul					\$925,107.99	\$103,767.78	11.22%	\$842,325.35	\$82,782.64	9.83%
Aug					\$796,370.41	-\$21,438.42	-2.69%	\$673,808.54	\$122,561.87	18.19%
Sep					\$766,539.45	-\$54,257.18	-7.08%	\$589,191.18	\$177,348.27	30.10%
TOTAL	\$6,454,597.87	\$11,292,010.04 \$ 5,884,658.45	\$569,939.42	9.69%	\$10,056,061.06	\$1,235,948.98	12.29%	\$8,843,200.74	\$1,212,860.32	13.72%

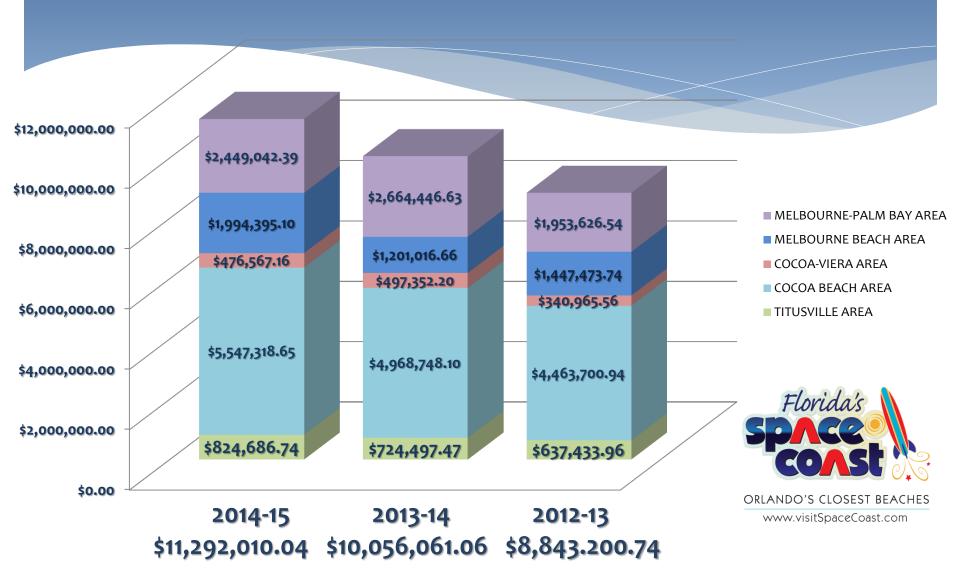




Revenue Analysis FY13, FY14, FY 15 and YTD 16



Three Year Comparison by Area



Tourist Tax Collections by Area Calendar Year 2016 as of March 31st

MELBOURNE-VIERA-PALM BAY AREA \$829,189.68 20% TITUSVILLE AREA \$327,270.54 8%

MELBOURNE BEACH AREA \$778,385.61 19%

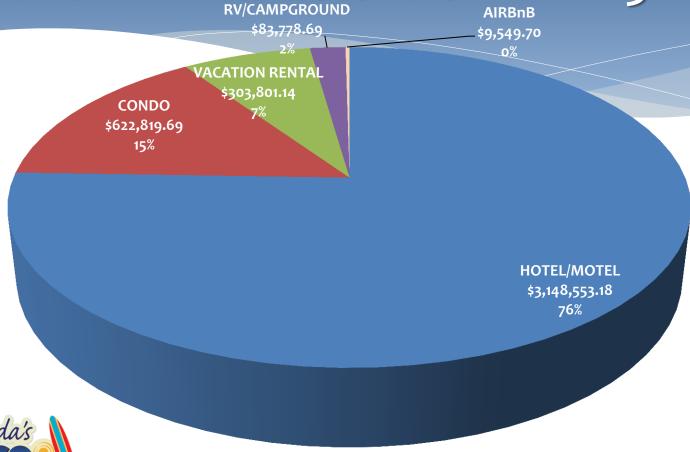
COCOA-MERRITT ISLAND-ROCKLEDGE AREA \$187,439.51 4% COCOA BEACH AREA \$2,046,217.06 49%



\$4,168,502.40



Tourist Tax Collections by Type Calendar Year 2016 as of March 31st

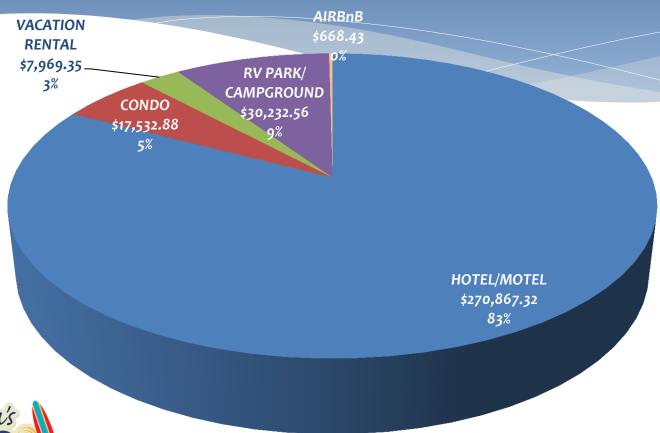




\$4,168,502.40



Titusville Area by Type Calendar Year 2016 as of March 31st

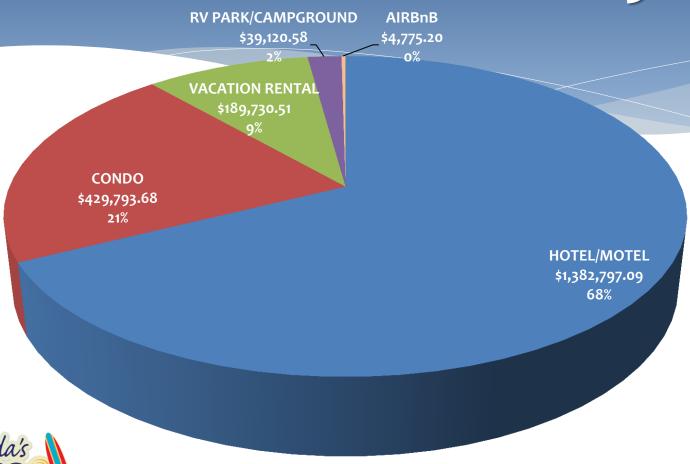




\$327,270.54



Cocoa Beach Area by Type Calendar Year 2016 as of March 31st

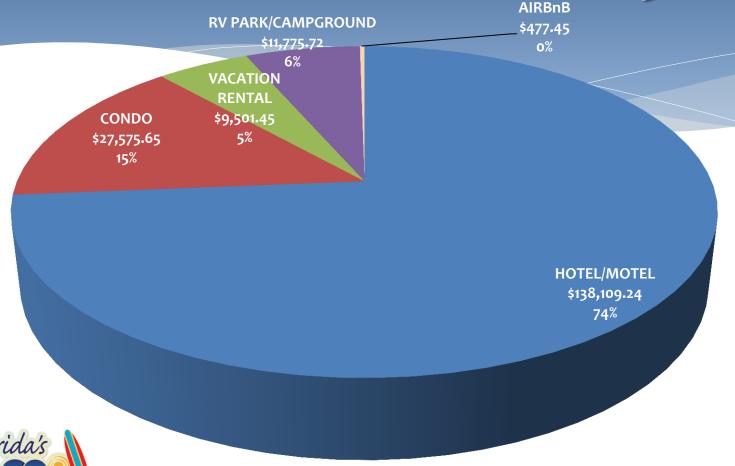




\$2,046,217.06



Cocoa-Merritt Island-Rockledge Area by Type Calendar Year 2016 as of March 31st

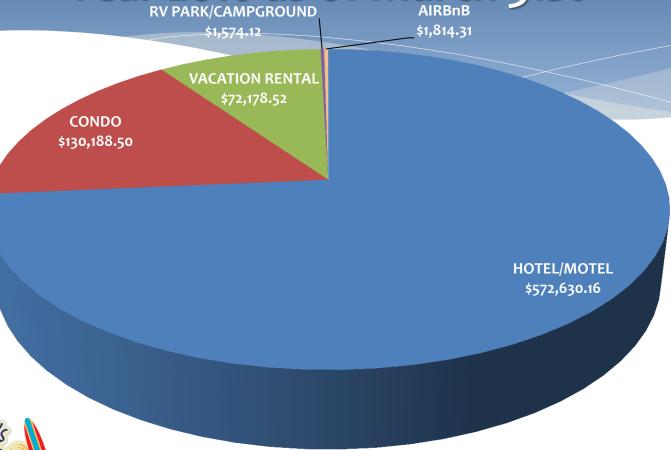




\$187,439.51



Melbourne Beach Area by Type Calendar Year 2016 as of March 31st

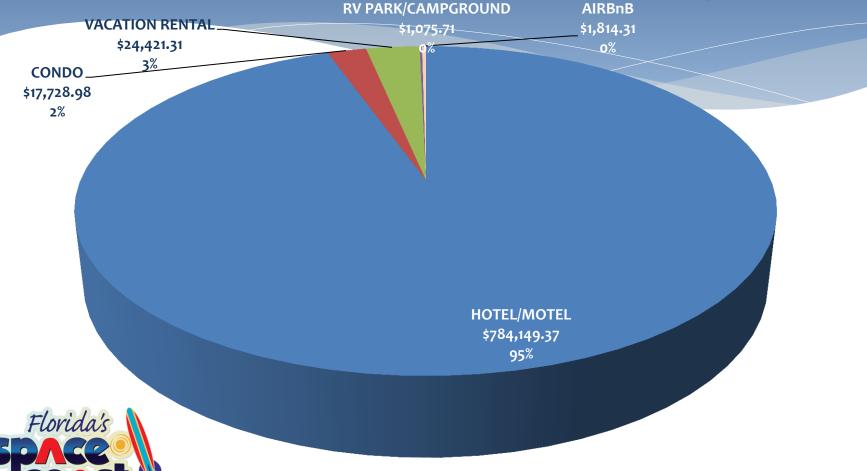




\$778,385.61



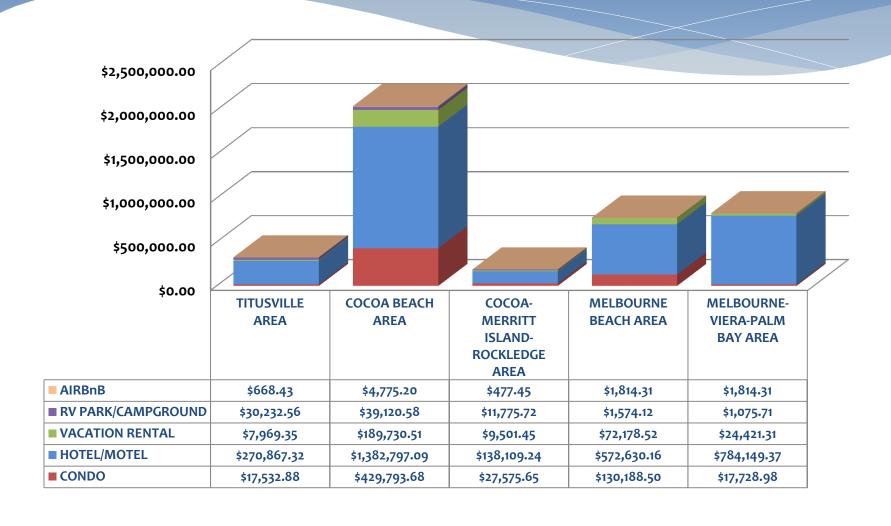
Melbourne-Viera-Palm Bay Area by Type Calendar Year 2016 as of March 31st



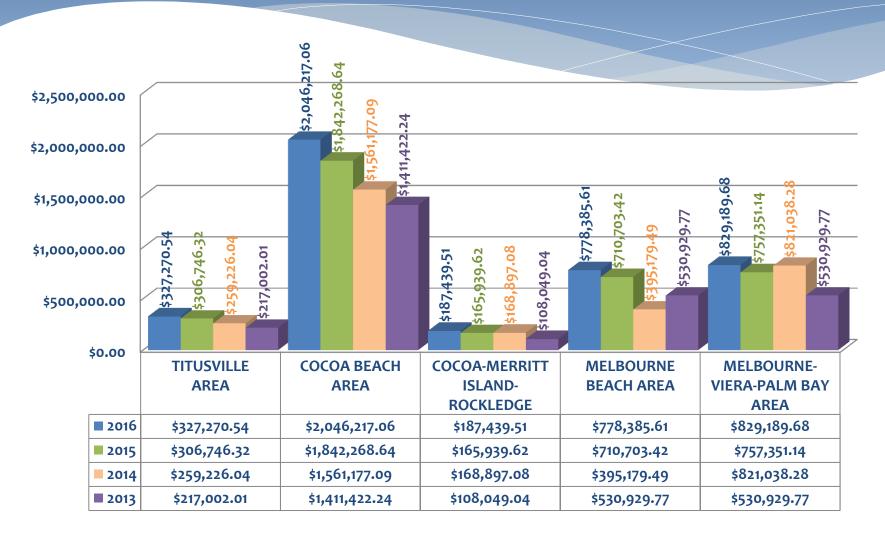
\$829,189.68



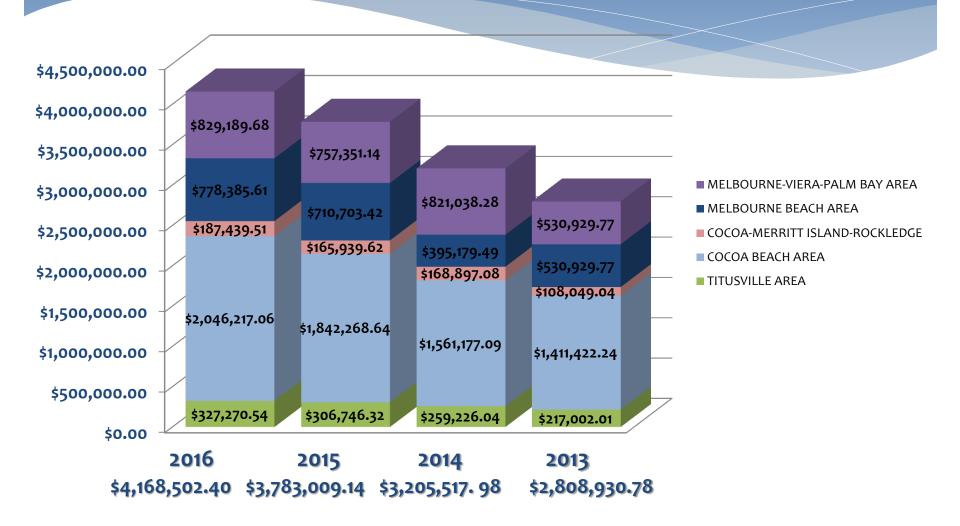
Tourist Tax Collections by Type as of March 31st Calendar Year 2016



Four Year Comparison by Area as of March 31st Calendar Year 2013, 2014, 2015 & 2016



Four Year Comparison by Area as of March 31st Calendar Year 2013, 2014, 2015 & 2016



Supporting Data and Service Contributions







Planning & Development